



6th Annual Water College



January 23, 2020
Lubbock Memorial Civic Center
Lubbock, TX

Morning Sessions:

8:30 am **Registration & Visit Booths**

8:50 am **Welcome & Introductions**

*Dr. Glen Ritchie, Department Chair
and Professor of Plant & Soil Science,
Texas Tech University*

*Cameron Turner, Manager,
Agricultural Water Conservation
Program, TWDB*

9:00 am **Future Trends in World Demographics and Ag: The Effect of
Population Changes on the American Farmer**

*Kevin Brinkley, President and CEO
Plains Cotton Cooperative Association*

9:40 am **Using Cover Crops to Manage Soil and Weed Control While Being
Economically Sustainable**

Kris Verett, Lubbock Texas Producer

10:30 am **Break & Visit Booths**

10:50 am **Real Farm Data – Using Irrigation Management Technology to
Conserve Water and Gain Profitability**

*Lloyd Arthur, TAWC Producer
Jeff Miller, Forefront Agronomy*

11:50 am **Update from the Texas Water Development Board**

*Brooke Paup, Texas Water
Development Board (TWDB)*

The TAWC project was made possible through a grant from the

Afternoon Sessions:

12:15 pm **Lunch & Visit Booths**

12:30 pm **Keynote Address**

*Jodey Arrington, U.S. Representative,
District 19 Congressional District*

1:30 pm **Upcoming Weather Patterns – What is in store?**

*Brian Bledsoe, Chief Meteorologist/
Climatologist, Colorado Springs, CO*

2:00 pm **Hot Topics of Texas Water Law**

*Tiffany Dowell Lashmet J.D.,
Extension Specialist Agricultural Law,
Texas A&M AgriLife Extension*

2:40 pm **Break & Visit Booths**

3:10 pm **US Cotton Trust Protocol – What Farmers Need to Know**

*Ken Burton, Executive Director of
U.S. Cotton Trust Protocol National
Cotton Council*

3:40 pm **The Future of Cotton Genetics and Weed Control**

*Dr. Luis Herrera-Estrella, President's
Distinguished Professor of Plant
Genomics and Director of the Center
for Functional Genomics of Abiotic
Stress, Texas Tech University*

4:30 pm **Close**



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